

Station WAVY-TV NORFOLK, VA.
Advertiser () DSCC IE
Product D.S.C.C. IE
Estimate#
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 34,400
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	AM NEWS Buyline Comment: AM NEWS	:30	\$2,000.00	10/09-10/12	1	1	1	\$2,000.00	
	2	TU-F	7A-9A	AM NEWS Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/09-10/12	1	1	1	\$2,000.00	
	3	M	7A-9A	AM NEWS Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
	4	SA	6A-7A	AM NEWS Buyline Comment: SAT EARLY AM NEWS	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	5	SA	7A-8A	AM NEWS Buyline Comment: SATURDAY AM NEWS	:30	\$800.00	10/13-10/13	1	1	1	\$800.00	
	6	SA	8A-10A	AM NEWS Buyline Comment: SATURDAY TODAY SHOW	:30	\$1,200.00	10/13-10/13	1	1	1	\$1,200.00	
	7	SU	6A-7A	AM NEWS Buyline Comment: SUNDAY EARLY AM NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	8	SU	7A-8A	AM NEWS Buyline Comment: SUNDAY AM NEWS	:30	\$800.00	10/14-10/14	1	1	1	\$800.00	

Rep Order#	6849150	Ver#	1	Status	New	Traffic Order#	09/10/2012 4:01 PM
							Printed:
							3 of 4

EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 09/10/2012 4:01 PM

3 of 4

Showing Buylines: All Lines

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Estimate#
Buyer DAN NAGELBERG

Agency C/P1/P2/E	Flight Dates
	10/09/2012 - 10/15/2012

Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	SA	6P-630P Buyline Comment: 6P NEWS		:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	21	TU-F	7P-730P Buyline Comment: ENTERTAINMENT TONIGHT		:30	\$1,500.00	10/09-10/12	1	1	1	\$1,500.00	
	22	M	730P-8P Buyline Comment: ACCESS HOLLYWOOD		:30	\$1,500.00	10/15-10/15	1	1	1	\$1,500.00	
	23	SA	7P-8P Buyline Comment: ENTERATINMENT THIS WEEK		:30	\$300.00	10/13-10/13	1	1	1	\$300.00	
	24	SU	7P-815P Buyline Comment: FOOTBALL NIGHT IN AMERICA		:30	\$1,800.00	10/14-10/14	1	1	1	\$1,800.00	
	25	M	11P-1135P Buyline Comment: LATE NEWS		:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
	26	SA	11P-1130P Buyline Comment: SATURDAY LATE NEWS		:30	\$2,000.00	10/13-10/13	1	1	1	\$2,000.00	
	27	SU	1130P-12A Buyline Comment: SUNDAY LATE NEWS		:30	\$2,000.00	10/14-10/14	1	1	1	\$2,000.00	
	28	TU-F	1135P-1235A Buyline Comment: THE TONIGHT SHOW		:30	\$500.00	10/09-10/12	1	1	1	\$500.00	
	29	M	1135P-1235A Buyline Comment: THE TONIGHT SHOW		:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
	30	SA	1030P-1A Buyline Comment: SATURDAY NIGHT LIVE		:30	\$800.00	10/13-10/13	1	1	1	\$800.00	

Rep Order# 6849150 Ver# 1 Status New Traffic Order# Printed: 09/10/2012 4:01 PM 4 of 4

EC'd Yes Last Received: 09/05/2012 10:12 AM

Showing Buylines: All Lines

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Buyer DAN NAGELBERG Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	SA	330P-7P	NOTRE DAME FOOTBALL	:30	\$600.00	10/13-10/13	1	1	1	\$600.00	

Buyline Comment: NOTRE DAME FOOTBALL

---REPORT TOTALS---

Report Totals: 31 / \$34,400.00

---SALES MONTHLY TOTALS---

Oct 12: 31 / \$34,400.00
Sales Totals: 31 / \$34,400.00
Station Totals: 31 / \$34,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$122,857 CATV 0% WAVY 28% WGNT 3% WPXV 0% WTKR 21%
WTVZ 5% WVBT 5% WVEC 38%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE